CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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THEATRE SEATS DOWN 25,000 IN '60

TWO-YR. DROP OVER 50,000; DRIVE-INS' CAPACITY UP

Canada's auditorium exhibition facilities at the end of 1960, 781,082 chairs in 1,451 theatres, represent a reduction of 25,545 in chairs and 72 in theatres during the year, according to a Canadian Film Weekly survey. The addition of the 1959 decline to these figures shows that in two years Canada's auditorium seating capacity was reduced by 51,767 and the number of theatres by 117.

The number of drive-ins was the same in 1960 as in 1959, 231, because two closed and two opened. The new ones had slightly greater car capacities than the closed ones and during the year several expanded, so that the national car capacity rose by 1,354 to 90,486. Since some Provincial licencing

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Favors CBC, NFB Being Under Same Minister

Placing of the Canadian Broadcasting Corporation and the National Film Board under a single minister with responsibility for all crown corporations was suggested in the House of Commons by L. J. Pigeon, a Government member from Joliette, Quebec. The fear of political interference is no real reason for avoiding a move that would unite them under a single authority, Pigeon said.

The suggestion came when the Hon. J. W. Pickersgill, now an Opposition member, spoke on the vagueness of the motion under which a special committee on broadcasting will be appointed to examine radio and television.

Pickersgill favored "bringing the CBC as well as the private stations under the jurisdiction of the Board of Broadcast Governors," so that there would again be "insulation" between the CBC and the Government.

Production Study By Non-Canadian

" 'Canadian film? But we have never seen a Canadian film!' This remark is familiar to the Canadian film producers." That's the beginning of an article which appeared recently in Filmvilag, a Hungarian periodical, which says that "there is flourishing high-

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Wide Celebration For Variety Week

Celebration of Variety Week (Feb. 13-18) by the Variety Club of Ontario, as set up by Barker Bob Hall and his committee, will certainly be one of the finest of its kind in the 46 cities or areas where tents of the Variety Clubs International operate. The high-

(Continued on Page 3)

Paramount's 'The War Story'

Fess Parker and Harry Guardino will star in Paramount's The War Story.

Rediff'n, C-A-V In Sault Pay-See TV

Rediffusion Inc. of Montreal and Superior Community Television of Sault Ste. Marie have joined as Rediffusion - Superior Community to operate what will be Canada's second toll TV venture, the present one being the year-old Telemeter project in Toronto. The

(Continued on Page 4)

Ont. Night Racing OK

Night harness racing will soon provide competition for Ontario motion picture theatres. It is expected that Premier Leslie M. Frost will announce the extension of the legal operating period to 10 p.m. In Toronto the Old Woodbine will have 52 nights of harness racing this summer.

Three-Pronged Attack In Artie Campaign

Specialized distribution of offbeat films, booking and buying for art houses and a "Curtain at 8.30" program of distinctive films for communities of all sizes are the three facets of the operations of the recently-revived International Cinema Guild of Canada. The company, which has been dormant for almost ten years, is again under the directorship of Yvonne Taylor, who operates three Toronto theatres using a foreign and art film policy, the International, Towne and Little cinemas, and is being managed by Barney Simmons, supervisor of the two last-named houses.

Initial program of the Curtain at 8.30 plan is a series of six award-

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WB's 'Splendor In The Grass'

Natalie Wood and Warren Beatty will star in Warners' Splendor in the Grass.

Astral To Distribute Four Geo. Minter Productions

Four George Minter productions will be distributed in Canada by Astral Films as part of an agreement with Trafalgar Pictures Corp., rep for Minter in the Western Hemisphere.

The quartet of films are Dentist in the Chair, starring Bob Monkhouse and Peggy Cummins and which will preem in Toronto Feb. 16; Portrait of a Sinner, with Nadja Tiller, Wm. Bendix and Tony Britton; Beat Girl, with Noelle Adam and David Farrar; and Jessy, a dramatic featurette.

Variety Week LUNCHEON MEETING

TUESDAY
Feb. 14, '61
Royal York
(ONTARIO ROOM)
12.30 P.M.

VARIETY CLUB OF ONTARIO

NOTE: This will be the highlight of the Variety Week celebration and it will be a meeting to remember! The beautiful new Ontario Room — just the right size and without any posts — will be specially decorated. **AMONG OUR GUESTS** will be Mayor Nathan Phillips, who will be presented with a plaque for Variety by — get this! — Metro Mayor Fred Gardiner. **OTHER GUESTS** will be mayors of Ontario communities which have contributed to Variety Village through special Sunday shows staged by their local entertainment community. **FORTY STARS** of Canadian radio, TV, films and theatre will be our special guests and they will share the tables with you. **BRING A FRIEND** who is not a Variety member to this luncheon if you wish. It will be a real treat. **BUT COME YOURSELF!**

Grandeur 70 New Fox Projection

An improved motion picture process, Grandeur 70, has been announced for 20th Century-Fox by Spyros P. Skouras, president. The 70 mm. process, in work since 1941 and developed by Earl Sponable, affords "greater depth perception and clarity and color of unsurpassed beauty." Also ready is a lens able to focus images on a print area of twice the width of standard 35 mm. film. The King and I will be the first film to be reissued in Grandeur 70.

BEST

PICTURE OF THE YEAR
6 NEW YORK DAILIES

ACTRESS OF THE YEAR
DEBORAH KERR
N.Y. FILM CRITICS

ACTOR OF THE YEAR
ROBERT MITCHUM
NAT'L. BD. OF REVIEW

DEBORAH KERR · ROBERT MITCHUM · PETER USTINOV

IN FRED ZINNEMANN'S PRODUCTION OF

THE SUNDOWNERS

Technicolor

Co Starring GLYNIS JOHNS · DINA MERRILL

Directed by FRED ZINNEMANN

MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

TORONTO CRITICS ADD THEIR PRAISE...

"It's one of the best movies of any kind anywhere during the past year!"
Clyde Gilmour — Telegram

"One of the better pictures of the winter season."
Nathan Cohen — Toronto Star

"The Sundowners about a migrant Aussie family is really enjoyable."
Film Weekly's Hye Bossin in the Toronto Star

"The Sundowners is one of those quietly memorable films that stay in the memory a good deal longer than many of the more showy spectacles."
Frank Morris — Globe & Mail

FROM
FRED ZINNEMANN
THE DIRECTOR WHO GAVE YOU
SUCH MEMORABLE
MOTION PICTURES AS
'FROM HERE TO ETERNITY'
'THE NUN'S STORY'
AND 'HIGH NOON'

THE BIG ONES COME FROM WARNER BROS.

Canadian Film Weekly

Incorporating the
Canadian Moving Picture Digest
(Founded 1915)
Vol. 26, No. 5 February 1, 1961

HYE BOSSIN, Editor

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News Clips

Walt Disney will start shooting Bon Voyage, a romantic comedy, this summer. Meanwhile his Swiss Family Robinson, distributed by Empire-Universal in Canada, has topped even the Shaggy Dog grosses, which were sensational, and is still going strong . . . Over 30 minutes have been taken out of Columbia's Cantinflas hit, Pepe, to bring it down to about 165 minutes and permit four showings a day in Chicago, Washington, Philadelphia and Boston . . . Although USA boxoffice and attendance figures were up in 1960 production was down from 195 features in 1959 to 165-170 and it will likely remain at that in 1961, a USA government survey predicts.

Theatrical, non-theatrical and TV exhibition rights to substantially all RKO features and shorts produced before July 25, 1955 are owned by Television Industries, Inc. of New York, except those granted RKO General Inc. in 1957, some of which have already expired. Norman Katz, foreign-sales v-p for TII, looks in on Canada . . . Legislation committee of Toronto City Council voted unanimously to cancel early closing for shoe stores, leaving only five types of retail businesses not allowed to stay open every night—dry cleaning shops, hardware, jewelry and Jewish butcher stores and gasoline stations.

Montreal art house, the Elysee, which is operated by Dr. Jean-Paul Ostiguy, has 605 seats in a second-floor auditorium and a restaurant, the Chat Noir, below it. Both are advertised together . . . The film critics' group of Belgium, headed by Olivier Delville, has awarded its Grand Prize for 1960 to The Left Handed Gun, a WB feature starring Paul Newman . . . Ex-RKO Canadian chief Carl Peppercorn is a director of Intercontinental Television, a Walter Reade affiliate headed by Irving Wormser . . . Greek tourist organizations will give an $8,000 first prize to the best 15-20 minute film about Greece and Greek Tourism. Information is available from the Greek Embassy in Ottawa.

Seating Down 25,000

(Continued from Page 1)

departments count each car as two-and-a-half seats, this would mean that the total car capacity is equivalent to 226,215 chairs. To this figure must be added 1,590 walk-in seats (the number was the same in 1960 as in 1959), so that Canada's drive-ins could accommodate 227,805.

If the 781,082 auditorium figure is joined to the 227,805 drive-in total, the national accommodation would be 1,008,887, or about one seat for every 18 people. This is a decrease in accommodation of 33,750 in 1960. Since the drop in 1959 was 34,449, the two-year decline is 68,199.

It should be noted that quite a number of seats contained in the auditorium total are not being utilized, since theatres with a reserved-seat policy for 70 mm. attractions do not sell the first six or more rows during such attractions.

To get a picture of the effect of television on Canadian theatres a rough comparison can be made with 1953, when TV first made itself felt in this country, and the present by using the figures issued on March 31, 1953 by the Canadian Motion Picture Distributors Association. On that date the CMPDA listed 1,924 35 mm. standard houses with 963,914 seats — greater than the Dec. 31, 1960 count by 473 theatres and 182,832 chairs. However, in 1953 there were 104 drive-ins with a car capacity of 48,337 and 1,056 walk-in seats, as against the present 231, 90,486 and 1,590 respectively, for a gain since 1953 of 127 drive-ins, 52,149 car spaces and 534 seats.

For the overall effect on seating of the coming of TV and other competition it is necessary to apply the two-and-a-half to one formula to the 52,149 gain in car spaces, which equals 130,372, then adding the 534 increase in walk-in seats, making the total 130,906, and subtracting this figure from the 182,832 loss in auditorium theatre chairs. Thus the growth of the drive-in field has limited the actual decrease in accommodation in Canada since 1953 to 51,926.

Of the 1,451 hardtops with 781,802 seats in Canada at the end of 1960, BC had 120 houses with 70,278 seats; Alta. 167 with 67,908; Sask. 175 with 55,971; Man. 103 with 44,459; Ont. 356 with 258,757; Que. 385 with 216,087; NB 49 with 23,636; NS 61 with 32,498; PEI 15 with 3,787; and Nfld. 21 with 7,701.

Canada's 231 drive-ins and their car capacity of 90,486 were made up of BC's 31 with 10,413 car spaces; Alta's 39 with 13,604; Sask.'s 36 with 10,139; Man.'s 13 with 5,484; Ont.'s 88 with 41,160; NB's 12 with 4,490; NS' nine with 3,896; and PEI's three with 1,300. Que. bans drive-ins and Nfld. has none.

MGM's 50% Of 'Carnival'

MGM has entered into an agreement with David Merrick, Broadway producer, to provide 50 per cent of the financial backing for his musical, Carnival, scheduled to open in NY April 13. Rights to film the play as well as publish the score and record the original cast album go with the deal. Anna Maria Alberghetti stars in the play.

Sid Furie Completes Film

Sidney J. Furie, who produced and directed two features in Canada and was responsible for several segments of the Hudson's Bay TV series shot in Toronto, has completed directing Three on a Spree in England. Formerly titled Brewster's Millions, it stars Jack Watling and Carole Lesley and was made by Caralan Productions for UA release.

VARIETY WEEK

(Continued from Page 1)

light of the Tent 28, Ontario, celebration will be the all-star luncheon in the dazzling Ontario Room of the Royal York Hotel — about which you can read in detail on the front page of this issue.

During Variety Week the Star Weekly, a national magazine with a circulation of almost 1,000,000, will carry a story about Variety Village. Hall and his special assistant, Chas. Mason of The Rank Organization, have made many attention-getting arrangements of a varied nature, including windows in Toronto's leading department stores.

Mayor Nathan Phillips, QC, an honorary member of Variety, has proclaimed Feb. 13-18 Variety Week in Toronto. This will be made known through the newspapers and other sources.

Presence of Variety Village students on Paul Kligman's Channel 9 Luncheon Party will be covered by the daily newspapers, Canadian Press, Federal News Photo and newsreeler Roy Tash for the theatre pool. Joel Samuels of the National Film Board, another special assistant to Hall, has arranged for the teeveeing of the VCI film, The Heart of Show Business.

Gordon Howard of the Dominion CBC radio network show, Assignment, will interview Arthur Robertson, principal of Variety Village, and a CBC TV afternoon show personality will talk with the house mother, Mrs. Redway. Chief Barker Phil Stone and other Crew members or well known personalities in the general membership will be interviewed by different radio emcees and disc jockeys during the week.

The greatest spread of information about Variety and understanding of its aims in the history of the Ontario tent is expected to result from Variety Week.

Our Business by N.A. Taylor

YEAR OF DECISION

THIS year has started with excitingly good business for some theatres—but not for all. Those favored with good runs and suitable attractions have garnered some heartening grosses and a spirit of renewed but guarded optimism has arisen in some quarters.

This may be a year of decision in many areas. The policy of roadshowing must be put into proper perspective and common sense applied to its usage. Everyone should, by now, realize that immensity of screen size and overlength of running time of a motion picture is not necessarily in direct ratio to public desire to purchase tickets at upped admission scales. There are other very important elements which enter into the chemistry and spell success in this field. Greater recognition will be given to these.

Some of the old-line companies may alter their releasing policies this year. The theory that a few blockbusters should gross larger sums and earn more profit than a great many nondescript films has resulted in greatly reduced releasing schedules in recent years. This has been proven to be an extreme viewpoint and it would now appear that there will be a withdrawal to a middle position with more attractions of higher boxoffice potential.

The problem of the subsequent run in small-town theatres remains with us and should be solved as quickly as possible. Admittedly there are some which must expire from sheer obsolescence or changing of local conditions. However, there are many others which could and should be kept in business. These theatres need the outstanding product from every distributor in order to survive. In the past few years distributors have extended helping hands to distressed exhibitors but in many instances have been estopped from giving a full measure of help by policies laid down in the home office.

It is serious enough for small theatres that they must resign themselves to getting films late because of shortage of prints and the fact that more lucrative runs must come first.

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ARTIE CAMPAIGN

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winning films, Hiroshima, Mon Amour, the Bolshoi Ballet's Swan Lake, Black Orpheus, The Love Game, Mozart's opera, Don Giovanni, and Ingmar Bergman's Wild Strawberries, to be shown on a regular basis at stated intervals. First theatre to play the series is the Geneva in Orillia, Ont., which was the best and most successful Curtain at 8.30 house in 1951. The films are being shown every other Wednesday on a reserved performance policy but seats are not reserved. The list of films and the number can be varied to suit any situation.

On the distribution side of its activities the Cinema Guild is releasing eight Ingmar Bergman films and is at present negotiating for others from producers equally as noted both in the USA and abroad. The booking and buying end of its business is also under way, with the first theatre to avail itself of its services being the Elysee in Montreal, an art house.

The original Curtain at 8.30 program was very successful at the start, Simmons stated, but petered out because it used up the available high-quality films too quickly. The present plan has three big factors in its favor, he pointed out. These are more films, better quality of the product and a much greater conditioned audience.

Mrs. Taylor, whose Towne and International theatres were two of the first art houses, recently opened the experimental Little Cinema and again attracted great interest everywhere. The Little Cinema has dual auditoriums, each with 130 seats, and is on the second floor of a business building away from the main arteries of trade and the shopping districts. Each auditorium shows a different film and there is one performance a night, with all seats being reserved. On a luxurious scale, the Little Cinema employs 16 mm. projectors and staggers the starting times to avoid congestion. It could very well be the forerunner of many more houses of this type for "specialized exhibition."

While there are about 15 art houses in Canada (the USA has some 600 and the total is growing rapidly), there are quite a number of theatres that show occasional offbeat films and these may discover that the triple services offered by the Cinema Guild are just what they are looking for.

It is also quite likely that theatres which play "formula" films strictly may find Curtain at 8.30 to be the answer to a weekly slow night. What is certain is that it helps vary the program and it does draw a segment of the audience that rarely goes to the movies.

Col's 'Sail A Crooked Ship'

Ernie Kovacs will star in Columbia's Sail a Crooked Ship.

MY COLUMN in the Saturday *Star* entertainment section, *One Thing & Another*, ended on Jan. 28—for one reason and another. The first one appeared Oct. 31, 1959, so it had quite a run. My thanks to Nathan Cohen who, as entertainment editor, got me to do it . . . *Hudson's Bay*, the TV series made at Toronto International Film Studios about a year ago, hasn't been released yet by UA. It's in dispute . . . *Question:* If you "handle" the ball in handball, why don't you "footle" it in football? That's the English language for you . . . *When Loew's Gotham* hotels, the Summit and the Americana, are open for business you'll be able to book rooms in them through your local Loew's theatre . . . *Hardly anyone* came out a nice person but Danica d'Hondt in this former Miss Canada's story about her 10-day Chi stint in a quickie Indie feature made by Mid-Continent Films. She's trying to make it as an actress . . . *AB-Pathe* drama chief Sydney Newman was back in Toronto for a four-day visit after three years in crowded London. "There's so much space in Canada," said an awed Sydney, "especially between people" . . . *You Western guys*: Jerry Solway brought back your regards. Thanks and same to you.

THE HIGH PRAISE given Mary Simmons by Toronto's music critics for her recent concert with the Toronto Symphony Orchestra was in keeping with the overwhelming appreciation of the audience. In the *Globe and Mail* John Kraglund wrote: "Whenever I hear Miss Simmons sing, I wonder why she is so often the forgotten soprano when lesser artists are imported for operatic and other local concerts." Mary is the wife of John Bernstein, general sales manager of Allied Artists of Canada and vice-president of the National Youth Orchestra. I was in their company in several European cities and recall that both the Royal Opera in Covent Garden and the Rome Opera sought to sign Mary after she called on officials of each to tender regards for mutual friends in Canada and sang for them out of courtesy. London and Rome are just too far from home and family, so she said no and returned here to the puzzling indifference of local stage and TV maestros . . . *It's pretty cold* out at the northern suburb stop where Sam Glasier of 20th-Fox gets his morning bus. There's a street phone booth near it and someone waiting for the bus usually occupies it to get out of the wind. One of the regulars was in it when the bus arrived but didn't come out and get on with the rest. A couple of hours later a lady, waiting to use the phone, grew tired of the long occupancy by a man and pushed the door open to tell him so. He fell out. It was Sam's fellow-passenger. He had died of a heart attack in the booth while waiting and had been kept upright by its smallness. Thus the others weren't aware of it, though a little surprised at him passing up the bus.

CANADIAN going big in Hollywood right now is Dan Petrie, some years ago of the CBC, who directed *The Bramble Bush* for Warners and just finished *Raisin in the Sun* at Columbia for David Susskind. The play from which the latter picture is drawn was directed, coincidentally enough, by Canadian-born Lloyd Richards . . . *Did you hear* about Lumumba talking to Kasavubu and saying, "What I can't figure out is: how could a fellow ever get by with a name like Kennedy?" . . . *I'm sure that* Stratford's Douglas Campbell is great as Bottom in *A Midsummer Night's Dream* but the San Francisco papers haven't stopped finding new heights of praise for the performance of the one and only Bert Lahr in that role. Genius, that casting, since Bert was true to Shakespeare all the way . . . *Next cover* of *Theatre Arts* will offer Karsh's portrait of Olivier. Some years ago Karsh came to Hollywood to photograph C. B. De Mille and the arrangements were made through Art Arthur, then the late producer's public relations assistant. They became friends. One day the publisher of *Theatre Arts* expressed admiration of Karsh to Art, who then brought them together. The publisher just sent Art an advance copy as a souvenir of the introduction.

SAULT TOLL TV

(Continued from Page 1)

Sault Ste. Marie, Ont. operation, to be directed by C. Ray Harnett, will offer community antenna service along with the Charge-A-Vision presentations of newer films, the latter to be paid for through a monthly remittance method.

Harnett said that Sault Ste. Marie has been divided into nine zones, the first of which will be equipped in from six to eight weeks. This one will encompass the business district, which is in the central area, and the others will be equipped progressively. Film programming arrangements haven't been made yet.

Soo Micro and Cable Co. is busy running about 150 miles of coaxial cable from Sault Ste. Marie, Michigan, which is across the St. Lawrence Seaway, to make the three USA networks available in Canada's Soo. Use of cable places the operation outside the government jurisdiction, which governs air links.

Rediffusion, operating in Montreal since 1952 and presently under the direction of T. A. Cross, is a UK subsidiary. It had elements of toll TV to begin with but is now a 15,000-subscriber CA operation. Harnett is president of Superior Community Television, which controls the Charge-A-Vision process.

Superior Community's vice-president is John McLean, vice-president and general manager of General Instrument - Sickles of Waterloo, Ont., the Canadian subsidiary of a large USA corporation, General Instrument of New Jersey. Gil Clark of Flint, Michigan, president of Soo Cable, is a director, as are Lynn, Simpson and Ian Hollingsworth, sons of the president of the Great Lakes Power Co.

Customers will pay a $4 per month community antenna fee but the installation charge has not been decided yet. The C-A-V box to be attached to TV sets has a metering device and five outlets, two of which will offer motion pictures. Every two months the customer uses his removable key to read the meter, then takes one of the six addressed envelopes in the box, places a cheque for the right amount in it and mails it to Rediffusion-Superior.

Harnett, a resident of Toronto, is moving to Sault Ste. Marie.

WB To Film 'Formosa'

Robert Taylor will star in Warners' Formosa, which will go before the cameras in March on the island of Formosa.

Kramer Signs Judy Garland

Judy Garland, who has been away from films for six years, has been signed by Stanley Kramer for an important role in his UA production, Judgment at Nuremberg.

TWENTIETH CENTURY-FOX CANADIAN SALES PERSONNEL AT CANADA-WIDE SALES MEETING IN TORONTO

New York home office executives joined with Canada's 20th Century-Fox sales personnel recently.

In the front row, from the left, are Joe McPherson, booker, Frank Scott, salesman, and Bob Stern, manager, all from Calgary; Gordon Lightstone, Jr., manager, Bob Stein, salesman, Mike Frank, salesman, Bob Johnson, salesman, and Herman Vosberg, booker, all of Montreal; and Larry Katz, salesman, and Dawson Exley, manager, both from Vancouver.

In the centre row are Marilyn Kennedy, secretary to the Canadian head; Victor Beattie, Canadian sales manager; Peter S. Myers, managing director for Canada; C. Glenn Norris, general sales manager, of NY; Larry Ayers, executive assistant to Norris; Cecil Black, 16 mm. and TV sales manager for Canada; and Sam Glasier, Canadian manager of advertising and exploitation.

Standing at the back are Stewart McQuay, manager, Al Laubenstein, salesman, Ken Snelgrove, salesman, and Al Himmelfarb, booker, all of Winnipeg; Stan Hanson, circuit booker, Al Iscove, salesman, Phil Geller, manager, Ron Burgess, booker, Ron Emilio, salesman, Cullen Hulse, booker, and Bob Shields, booker, all of the Toronto office; and Tom Corbett, booker, and Bob Pacey, manager, both from Saint John.

PRODUCT'N STUDY

(Continued from Page 1)

standard documentary film-making but feature film production simply doesn't exist."

The writer noted that studio facilities now exist for feature production and that the problem now is to find a market. Canadian feature-film makers have followed the USA pattern of violence to compete with small films from that country. He says this about "what competition the Canadian producer has to meet on his own domestic market":

"In contrast with numerous European countries, where imported films are subject to considerable duty and where the home production is strongly supported, the Canadian market is actually swamped with American films taxed with a minimal duty. Thus, the returns from the American films are leaving the country almost completely in the form of profit although the standard of the imported cultural 'productions' often leaves much to be desired."

The writer, whoever he is, deplored the treatment of feature films on TV: "The action is tediously interrupted by the racket of pretty advertising girls, idiotic sales talk and unbearably loud commentators."

Though documentary producers have formed an organization for their betterment, "some producers are looking with justifiable envy at the countries where the motion picture is treated as an art. These countries have achieved great success with the creation of their national film productions and as a result have greater prestige all over the world."

Short Throws

DAMAGES amounting to $495 were assessed against the Amherst Theatre, Montreal by Mr. Justice Robert Ouimet in the flooding of the bowling alley on the floor beneath the show. The judge found that a waste pipe from the theatre had become blocked and the water had seeped through the ceiling onto the alleys below.

STRATFORD Shakespearean Festival, having cast Douglas Campbell as Henry VIII, has assigned Pat Galloway to play the key role of Anne Boleyn. Also in the play will be Kate Reid, Douglas Rain and Bruno Gerussi. George McGowan will direct and Louis Applebaum will provide the music. The other two plays for the season are Coriolanus, starring Paul Scofield, and Love's Labour's Lost, both of which Michael Langham will direct. A fourth play on the same stage will be Donald Jack's The Canvas Barricade, which won the Stratford-Toronto Globe and Mail playwriting contest. The 14-week season will open on June 19 and close Sept. 23.

FORMATION of the 12th branch of the WOMPI's has been announced in Toronto by Florence Long, international president. The new club, in New York, started with 21 members and its officers include Dorothy Reeves of UA, president; Virginia Aaron, Interboro Theatres, 1st v-p; Estelle Mingelgreen of MGM, 2nd v-p; Dorothy Raab of MGM, recording secretary; Harriet Chinsky of MGM, corresponding secretary; and Rea Fischel of MGM, treasurer.

ADDITIONS to the Adult Entertainment list made recently by the Ont. Board of Censors include Doctor in Love, Duel in the Sun, Goliath and the Dragon, The Grass Is Greener, Marriage-Go-Round, Spartacus, Taiga, The Unfaithfuls and Where the Boys Are. The Board placed The World of Suzie Wong in the Restricted category and changed Never Let Go from that classification to Adult Entertainment. It also notes that while the title Rachel Cade has been changed to Sins of Rachel Cade there is no change in its Adult rating.

BUSY MAN is Jack Chisholm of the Toronto film production company of that name. He completed five films this year in 16 mm. color — a two-reeler and two three-reelers for Ontario's Lands & Forests department and two three-reelers for Travel & Publicity. One of the Travel & Publicity films, Blue Water Holiday, has the veteran Alex McKee as commentator and actor. Chisholm's 30-minute 16 & 35 mm. color film for Algoma Steel, Adventure in Steel, was photographed by Chris Schlachter and narrated by Harry Mannis. It will go into some theatres. The Algoma people were so pleased with it that they presented Chisholm with a sterling silver ashtray inscribed to him and decorated with a large "A" in gold. His plans indicate an even bigger year in 1961, even though he maintains a small permanent staff and sets up crews for new productions when needed from the general pool of technicians.

OUR BUSINESS

(Continued from Page 3)

But when saddled with untenable terms in addition thereto, these exhibitors face a real dilemma. On the other hand distributors take the position that costs today are so high that it is scarcely economic to serve small accounts unless paid "good" terms. The answer may lie in a method of distribution which results in revenue to the producer and survival for the small-town theatre owner.

Reports indicate that there was a rise in attendance last year in the United States. This may be a year of decision but any year is a good one for self-help. People engaged in other businesses are being forced to spur themselves to greater efforts in order to survive and this applies equally to our business. Particularly, the small-town theatre owner should not permit himself to expire waiting for the big miracle. The results of a redoubling of his efforts may well surprise him.

Yoko Tani In 'My Geisha'

Yoko Tani has been signed by Paramount for My Geisha, which will also star Shirley MacLaine, Yves Montand, Edward G. Robinson and Robert Cummings.

POSITION WANTED

Young projectionist would like steady work. Please send replies to:

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175 Bloor St. E., Toronto, Ont.

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ADVISE CHARLES MASON, 20 CARLTON ST., TORONTO, OF YOUR PLAYDATE AND STORES IN YOUR AREA WILL BE SUPPLIED WITH WINDOW DISPLAYS BY THE "FORSYTH" REPRESENTATIVE.

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labelled **THE LEAGUE OF GENTLEMEN**
3,000 Retail Store Displays
$30,000 worth of advertising in consumer magazines tied to the film.

MICHAEL RELPH and BASIL DEARDEN'S PRODUCTION

THE LEAGUE OF GENTLEMEN

Screenplay by Bryan Forbes from the novel by John Boland

JACK HAWKINS NIGEL PATRICK ROGER LIVESEY
RICHARD ATTENBOROUGH

also starring

Bryan Forbes Kieron Moore Robert Coote

ALLIED FILM MAKERS PRESENTATION A RANK ORGANIZATION RELEASE DISTRIBUTED BY 20TH CENTURY-FOX